Fanchon Dehillotte
2104905

CREATIVE PROJECT PRESENTATION

BUSINESS PROPOSAL FOR FANCHON MUSIC

July 2022

FANCHON

COMPANY OVERVIEW

- Unincorporated Partnership

- Fanchon Dehillotte
  - vocalist, songwriter, second guitarist, manager
- Frazer Holloway
  - Lead guitarist, composer, producer, recording engineer, content creator
- Jacob Treacy
  - drummer
- Ewan Laker-Mansfield
  - bassist

COMPANY BACKGROUND

“FANCHON is an alternative rock artist, describing her sound as infused with grunge and dream-pop influences.

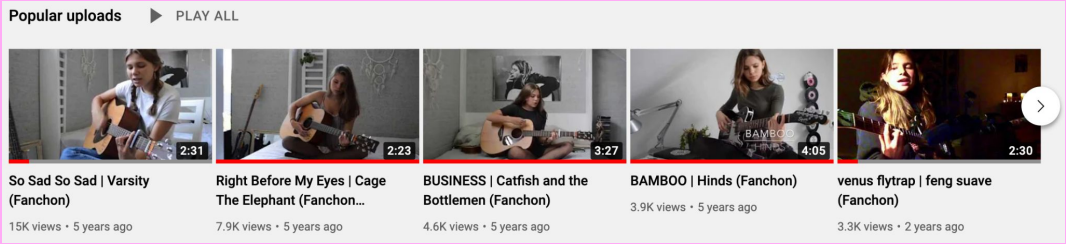
In 2020, FANCHON began growing an international listener base through her first 3 released singles. Her new 2022 release 'rsmSMiLE' is shifting the sound to a harder rock direction with the help of bandmate and producer Frazer Holloway. The band now also includes Jacob Treacy on drums and Ewan Laker-Mansfield on bass and is gigging regularly around London whilst constructing this heavier sound together.

Fanchon's childhood was spent travelling between France, England, Poland and The Netherlands which inspired sensitive reflections of self-discovery, loss and romance. Through her lyrics, Fanchon intends to provide relief and relatability by reshaping cultural tropes and concepts into personal narratives. She hopes that admitting to difficult emotions and ideas may empower listeners.”

COMPANY ASSETS: Intellectual Property

- Composition and Master Recordings

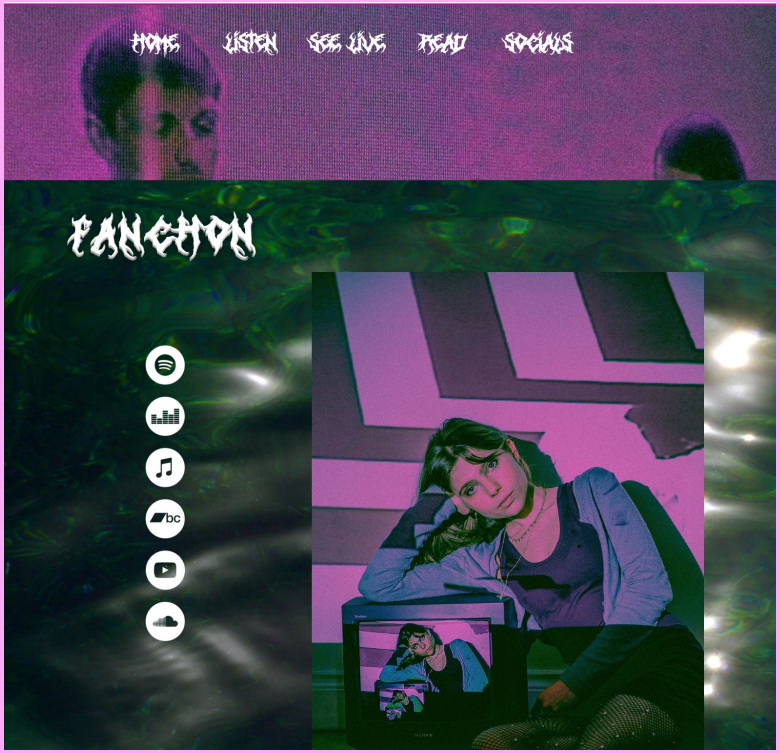
- Performance Rights



- Sheet Music and Lyric

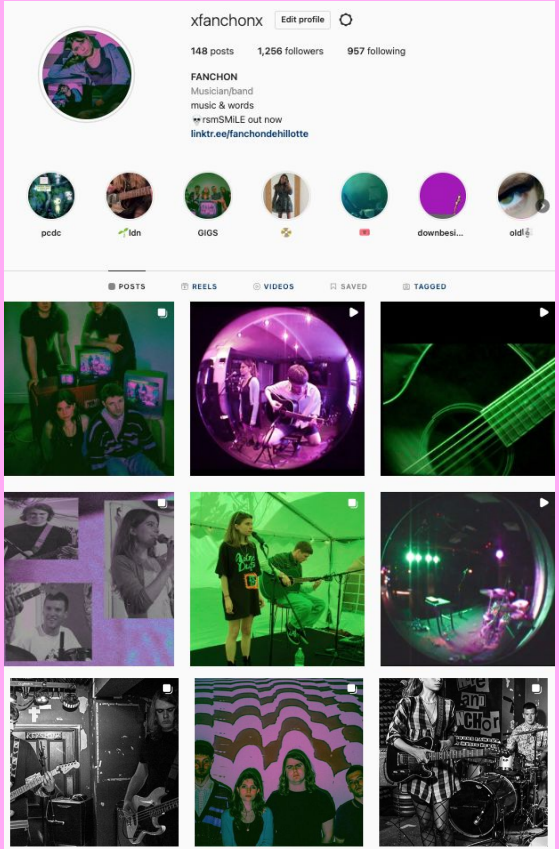
COMPANY ASSETS:

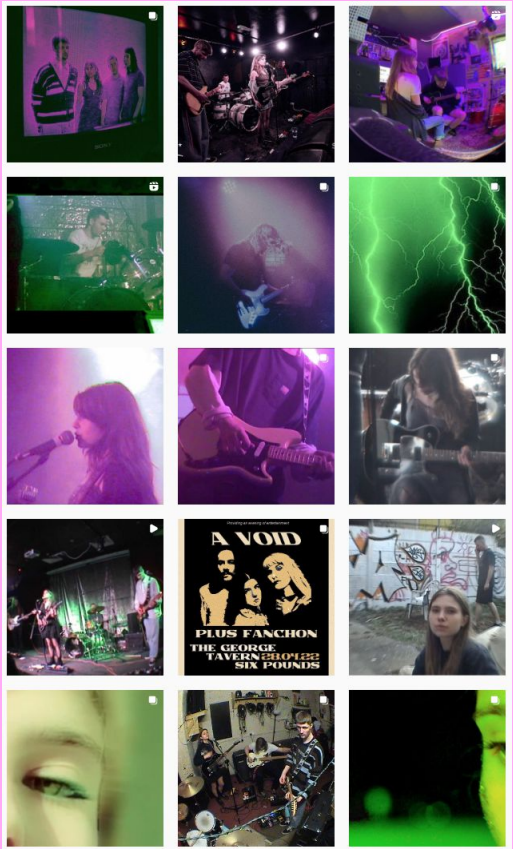
Promotional Material



Press Coverage

COMPANY ASSETS: ONLINE PRESENCE





COMPANY ASSETS: REGULAR LONDON GIGGING

Venue	Promotor	Date	Details
The Amersham Arms, London	Underground Sounds	21/4/22	£39.60
The George Tavern, London	Tonque Presents	28/4/22	£30
The Black Heart, London	Camden Rocks	14/5/22	Day Festival
Kingston University, Kingston Upon Thames	Fuse Festival Launch	19/5/22	Acoustic £75
The Hope and Anchor, London	SMACK (band)	24/5/22	£20
The Amersham Arms, London	Plug In Presents	15/6/22	£30
Tileyard, London	GearFest	2/7/22	Acoustic 3 sets £80
The Lamb, Surbiton	Fuse Festival	7/7/22	50 minutes £150
The Fox and Hound, Croxley	GLASSMINDS (band)	9/7/22	Acoustic 45 minutes £ ?
The Victoria, London	Summer Sonic Saucisson (A Void)	25/8/22	
The Archway Tavern, London	Islington Radio Festival	12/8/22	
The New Cross Inn, London	Under Wraps Promotions	29/9/22	Single Release Headline Merchandise 60 minutes £200 + 80/20 split Rider and Meal provided

COMPANY ASSETS: INTERNATIONAL FANBASE

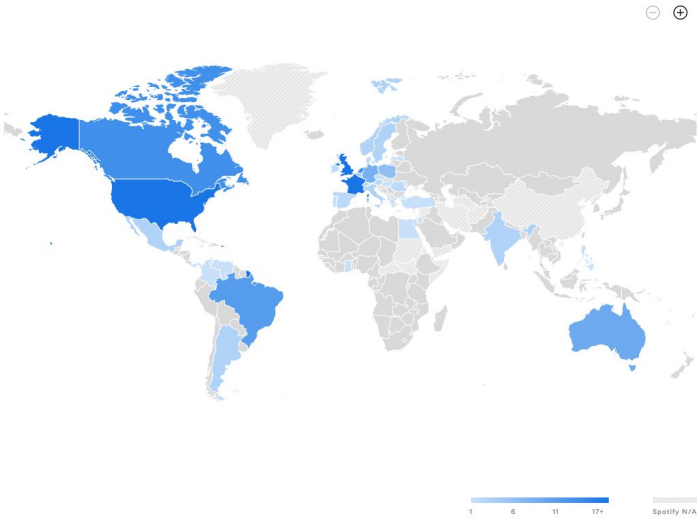
- Small but engaged and growing

3,735 listeners **17,051 streams** **154 followers**

Top countries

Listeners • Last 28 Days • Worldwide

LAST 28 DAYS		LISTENERS
1	United States	73
2	United Kingdom	70
3	France	17
4	Canada	13
5	Netherlands	13
6	Brazil	11
7	Australia	9
8	Germany	8
9	Poland	6
10	Belgium	5
11	India	3
12	Italy	3
13	Argentina	3
14	Sweden	3
15	Switzerland	3



COMPANY ASSETS: INTERNATIONAL FANBASE

- Opportunity: translating social media following to DSPs

Facebook Page followers

335

Instagram followers

1,257

Top countries

United Kingdom	42.4%
France	11.9%
Netherlands	11.3%
United States	6.3%
Poland	5.4%
Uganda	1.8%

Top countries

United Kingdom	45.1%
Netherlands	11.2%
United States	7%
France	6.4%
Poland	4.1%

FANCHON

559 subscribers

Top geographies

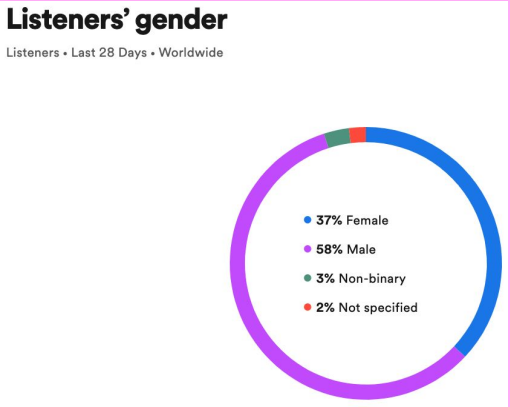
Views · Lifetime

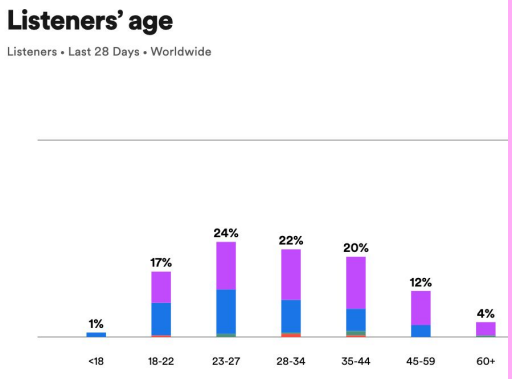
United States	4.5%
France	2.3%
Netherlands	2.0%
Poland	1.8%
United Kingdom	1.0%

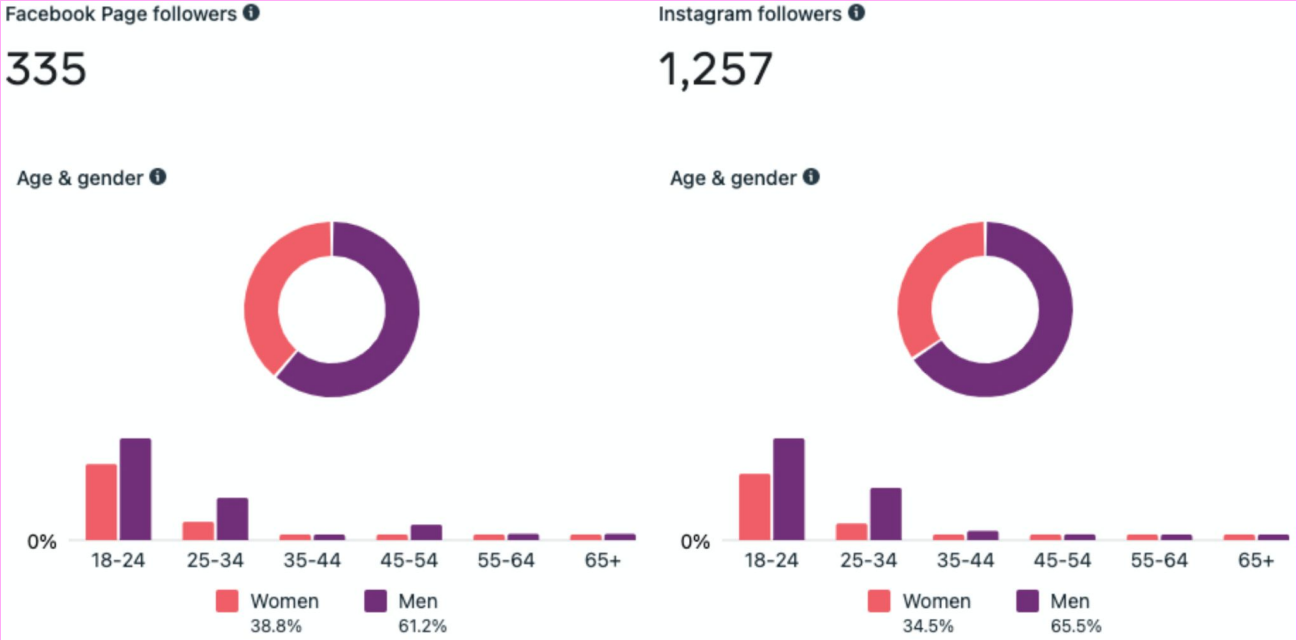
SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
The music taking influence from various genres that are considered to be making a 'comeback' such as 90s era Grunge, Shoegaze and hardcore. Nostalgic influences are blended with currently popular genres such as dream pop and Lana Del Rey style vocals. Female fronted with all male supporting members makes the band marketable to a wide demographic. Active fan base dating back from Youtube audience who have followed and engaged throughout FANCHON's sound evolution from folk rock bedroom covers to present day. Strong network of bands, promotors, venues and collaborators due to every band member's collection of connections made through studies, involvement in other projects or long term attendance of music events. Frazer and Ewan's recording, production, mixing and mastering credentials. Fanchon's international background and ability to write in three languages.	Distinction between branding the project as a solo or band act is still under recent development, potentially coming across as confusing and consequently unprofessional. Two band members living outside of London occasionally jeopardises the band schedule due to reliance on public transport, time and energy lost commuting and limited spontaneity. The band is still investing more into music than they are making; due to the high cost of equipment, travel, mastering, marketing, recording in comparison to the low royalty rates of streaming and starting out gig pay. Lack of translation between Instragam following and spotify listeners suggested by demographic analytics.	The band has constant access to Frazer's home recording set up. Temporary access to recording studios through acquaintances, friends and studies. Occasional access to free and unlimited hour rehearsal spaces (Danger Sounds in Hackney and Arch 79 in Bethnal Green) due to Ewan and Frazer's involvement in two other bands. Growth of niche markets. New Blockchain technology could facilitate streaming revenue. Band to potentially invest in cryptocurrency. International contacts facilitating the booking of gigs outside of England (primarily France and The Netherlands)	Ewan and Frazer's involvement in other bands could lead to scheduling issues for out of London gigs, recordings or other opportunities in which multiple days and long travel are involved. High saturation of bands in London. Online music piracy.

MARKET ANALYSIS - CURRENT DEMOGRAPHICS







MARKET ANALYSIS - TARGET DEMOGRAPHIC

- Gen Z to Millenials
- Grunge Psychographics
- Dreampop Psychographics

MARKET ANALYSIS - TARGET DEMOGRAPHIC

Grunge Fan Psychographics	Dream Pop Fan Psychographics	Application to FANCHON 'model customer'
Working class, students / part time workers Agnostic, anticapitalist, feminist, ethical, moral Preferred social activities include attending gigs, skateparks, gaming Refined taste in art and film Enjoys zines and literature 'Do it yourself' (DIY) aesthetic, lofi, personalising belongings Prefers creative subjects to academic ones, ie graphic design over mathematics Carefree, hedonistic, thrill seeking lifestyle Tattoos and piercings, ripped baggy clothing, long hair, Recreational drug and alcohol use Social, independent, spontaneous Rejection of the 'mainstream' and 'popular' Rebellious, inclined to 'dark' aesthetics and subjects	Middle-upper class, students / part time workers Agnostic, moral, existential, liberalist, feminist Preferred social activities include: attending live music events, spending time in nature, reading Wears long sleeved striped shirts, androgynous hairstyles, corduoroy trousers, leather jackets, 'preppy' clothing, cotton textures Natural imagery Refined taste in art and film Enjoys reading and creating visual art Enjoys academic subjects such as literature, philosophy, psychology, history Introspective, introverted, academic, thoughtful, reserved Prefer independent brands and labels, second hand shopping Associated brands: lush vintage, electro harmonix, Associated imagery: pastels, blended colours, bright, blurry, mystery, 'dreamy' qualities, ethereal, cosmic, textures, immersive, surrealistic,	Assuming listeners have limited disposable income, multiple tiers of merchandise options will be produced ranging from low affordable prices up to more expensive limited edition items and 'pay what you want' options where listeners can support however they can. FANCHON gig vlogs and general social media activity showcases the band engaging in non music activities such as skating, attending gigs themselves, creating art, sharing literature, exploring nature and hanging out around London. This makes them appear accessible, relatable and demonstrates a lifestyle group that the listener can replicate and feel part of. Clothing merchandise will work to appeal to 'grunge' fashion through baggy t shirts and dark imagery, though the colours will blend in dream pop influences to add dreamy qualities and enhance the balance between feminine and masculine (or dark and light) present in music. Merchandise lines will be sustainably and ethically produced, utilising DIY and independent creation options where possible through collaboration with creative friends or self creation from the

Prefer independent brands and labels, second hand shopping Associated brands: Converse, Doc Martens, Fender, Birkenstock, Levis, Associated imagery: skulls, cigarettes, flannel, thick stripes, round sunglasses, band shirts, tattered denim, Common merchandise: cassettes, guitar picks, badges, patches, dark messy eye makeup, red lips, 'kinderwhore' aesthetic, jewellery, stickers (Xie)	pedalboards Rejection of the 'mainstream' and 'popular' Prefer independent brands and labels, second hand shopping Common merchandise: vinyls, tshirts, music posters, graphic art posters, tote bags, stickers, tour posters, gig photo posters (Gilmour, 2013)	band. The band will look for gigs to play in venues fitting the sound and aesthetic, such as 'The Hope and Anchor' and 'The George Tavern' in London. (Berklee College of Music)

MARKET ANALYSIS - COMPETITION

- “For Fans Of”:

  Wolf Alice, Sonic Youth, Alice in Chains, Deftones, Nothing But Thieves, Lana Del Rey, Mazzy Star, Sky Ferreira

- London Bands in FANCHON’s Network:

  Memory Farm, A Void, Pest, Sulk, Dude My Dude, Deja Blu, Whitelands, Gender Warfare, Bosco Bosco

MARKET ANALYSIS - BUSINESS ENVIRONMENT

- Market Trends
- Observing the successes and shortcomings of 'competition'

BRAND IDENTITY - UNIQUE SELLING POINTS

- Nostalgic influences from 90s-2000s grunge repackaged into modern production and catchy dreampop chorus hooks
- Sweet melodic female vocal over dissonant, HC guitars
- Visual Identity
  - purple toned pinks, dark greens and black
  - skeletons and hearts
  - Natural imagery
  - Contrast between fun, ethereal femininity and dark, moody counterpart
- Band narrative
- French female front
- Poetry based lyrics
- DIY, Lofi
- Aware and active in social cause discussions

MISSION STATEMENT

- A multifaceted artistry
- Nostalgic, Pop Accessible
- Social Concerns
- Problem and Solution:
  - Sweet Vocals over HC
  - Power in Vulnerability

COMPANY STRATEGY - OBJECTIVES

- First and Second Wave
  - National (UK based)
  - International
  - Creative
  - Digital

COMPANY STRATEGY - OBJECTIVES - FIRST WAVE

National (UK Based): First Wave

- Acquire a team of key stakeholders (targets to be identified below)
- Work towards consistent and stable revenue streams from band activity so they can focus more time and energy into musical projects
- Maintain and reinforce regular London gigging activity

Creative: First Wave

- Uphold consistent release schedule
  - 30/7/22 'PostDream Comedown' exclusive BandCamp EP release
  - 30/8/22 'Slowburn' Acoustic Live Session Video and Spotify single release
  - 30/9/22 'Grow' single release paired with New Cross Inn headline, marking new cycle
  - 27/10/22 'Humming' second single release
  - (To be determined) 'Joy Brings Me Down' potential third single release
  - 24/11/22 'Preliminary' final single release marking end of 2022 cycle
- Design and produce a line of merchandise in time for the New Cross Inn headline; including t-shirts and stickers
- Put on gigs at The Hope and Anchor to support 'Humming' and 'Preliminary' single releases with friendly supporting acts

Digital: First Wave

- Continue growing online reach through regular and curated social media usage
  - Key platforms: Instagram, Youtube, Facebook
  - Start using TikTok
- Continue spotify playlisting in order to boost algorithmic advantage on artist page
- Enlist the help of tastemakers to continue acquiring press coverage in the form of interviews, gig reviews and single release reviews

COMPANY STRATEGY - OBJECTIVES - SECOND WAVE

National (UK Based): Second Wave

- Spread gigging activity out to cover key locations across the UK, determined due to their vibrant rock scenes or the presence on FANCHON's DPS analytics
  - Brighton, South Hampton, Bristol, Manchester, Newcastle, Guildford
- Strengthen musical revenue streams so they can independently sustain the band who can now quit non music work

Creative: Second Wave

- Continue developing new material for next release cycles and to integrate into setlist rotation
  - Current Demos: Asadone, Shadowed, Dusty, Cartography, Perish, Dogboi, Drag me, HC2, Filler
- Develop the FANCHON small perfume vials as merchandise, in cooperation with a contact at the the Paris Perfume School

International: Second Wave

- Small tour in France (see appendices 1 for contacts and venues)
- International gig dates
  - Capitalising on Fanchon's contacts in European locations: Netherlands (Rotterdam, Eindhoven, Amsterdam, Den Haa Honingen), Poland (Warsaw)
  - Eventually gig in territories showing potential according to Spotify statistics: Brazil, North America, Romani

COMPANY STRATEGY - KEY PERFORMANCE INDICATORS

- Streaming number growth on old versus new releases
- Monthly listeners on DSPs
- Gigs played per month and ticket sales
- Social media engagement (likes, followers, youtube views, percentage engagement on stories, tags)
- Merchandise sales
- Number of press reviews per release
- Number of editorial playlist adds per release
- Revenue growth
- Net and gross profit margin
- Number of contracts signed per cycle (team building)
- Hours of band rehearsal per week
- Number of pre saves on new releases

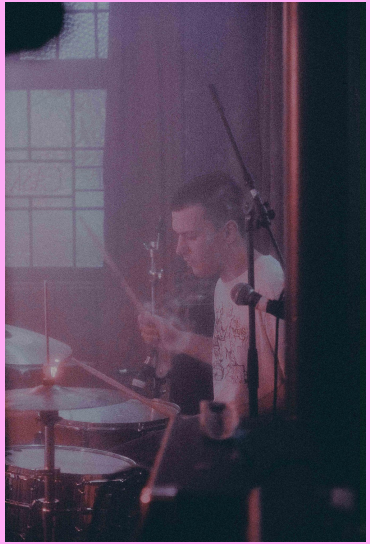
COMPANY STRATEGY: TIME BASED

	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE	FIRST WAVE
Date	March - November /2022	30/7/22	30/8/22	30/9/22	28/10/22	25/11/22	30/9/22	ongoing	8/22	per release	per release	28/10/22	25/11/22
Objective	London gigging	PostDream ComeDown EP release	Slowburn Acoustic Live Session	Single 1: Grow	Single 2: Humming	Single 3: Preliminary (with music video)	Merchandise for New Cross Inn headline	Social Media growth (instagram and youtube focused)	Tik Tok start account	Spotify Artist Page Playlisting	Electronic Press Kit per release sent for press coverage	Humming' Single Release Headline Gig put on by FANCHON (support from Pest and Playing Fields)	Preliminary Single Release Headline Gig put on by FANCHON (support from Pest and Bosco Bosco)
Actions	4-8 hours of weekly band rehearsal, no more gigs to be booked in this cycle to leave a gap in between Sumer Sonic Saucisson (25/8/23) and New Cross Inn headline (29/9/23), Fanchon to contact venues and promotors to book the next cycle (October - November 2023) with the help of Lisa Knight	Frazer to finish mixing, Fanchon to finalise cover art, to be uploaded as an exclusive band camp release with 'pay as much as you like option'	Fanchon and Frazer to be filmed by Jacob in an outside location and recorded by Ewan then produced by Frazer, Fanchon to create cover art and plan social media promotion	To be recorded in Wales studio booked 19-25/8/23, Spencer as the sound engineer, Frazer and Ewan to produce, Fanchon to plan promotion and generate EPK, Frazer to create video content as promotion in the form of studio vlogs of the same nature as previous gig vlogs (1 minute on instagram then put together into 10 minute compilations on Youtube)			To be designed by Frazer and Fanchon and approved by Jacob and Ewan	Fanchon in charge of scheduling and posting regularly, Frazer assists with content creation	Fanchon to start gathering content and learn to use the platform with a focus on generating natibve content within the app especially tailored to maximise the specific algorithm trends, Frazer to assist formating his content creation to be uploaded to Tik Tok dimensions as well as instagram	Fanchon to finish making an inspiration / reference playlist for singles, rest of band to contribute minimum 2 songs each	Fanchon to finish gathering material and making one press kit for Grow, Humming and Preliminary together (PostDream Comedown and Slowburn will not have press releases)	Fanchon to contact The Hope and Anchor to book the night, support bands' availability to be confirmed (plans briefly made but details to be agreed upon)	
KPIs	4-8 hours of band rehearsal a week, minimum 2 gigs booked a month between October-November 2023	minimum sales target £100 in first month	youtube video views target 1k in first month, dsp strean target 1k listens in first week on spotify	dsp streaming target 1k in a week on spotify	dsp streaming target 2k in a week on spotify	dsp streaming target 3k in a week on spotify	tshirt designed and means of production decided upon by 1/9/23	daily instagram stories, 2 instagram posts a week (also posted to facebook and twitter), monthly youtube vlogs	weekly tiktok video starting in August to progress to multiple a week by December	one playlist for Comedown EP then one playlist per single	one EPK designed	Dates and bands booked by September 1st	

	SECOND WAVE	SECOND WAVE	SECOND WAVE	SECOND WAVE	SECOND WAVE
Date	1/23	5/23	ongoing	2/23	4/23
Objective	UK gigging	France Tour	New Demos finished and learnt	Perfume Vials as merchandise	Promotional material for new release cycles
Actions	Fanchon, Frazer and Lisa Knight to begin contacting venues and promotors based outside of London	Fanchon to begin contacting her French contact to design a consecution of dates that work in Spring 2023	intergrate one new song per band rehearsal, Fanchon to finish topling vocals	Fanchon to continue working with her contact from Paris Perfume School, Frazer to handle sticker design and printing to put on the vials	artworks to be made by Fanchon and Frazer and approved by Jacob and Ewan, EPK to be made by Fanchon, social media schedule to be prepared by Fanchon, photoshoots to be organised
KPIs	minimum one gig outside of London per month as of October 2023 (excluding December and January)	minimum 4 gigs planned in France for Spring 2023	9 songs added to set list rotation for gig restart in 1/23, release order and rough dates mapped out for 2023, recording location and dates decided by 2/23	minimum 5 vials available on merch stand at every gig as of February 2023, available for online order on artist website by May 2023	Full band press photoshoot done and results received by 3/23

RISK MANAGEMENT

- Band Management
- Mental Health
- Micro and Macro Economics
- New Technology



KEY STAKEHOLDERS

- TEAM BUILDING:
  - Lisa Knight, Spencer Withey, Neil Anderson, Edoardo Giacomelli, Ailbhe Kennah, Dom D’Entrecasteaux, Alfie Grant

- COLLABORATORS:
  - Promotors, Venues, Studios, Classmates, Press, Pluggers, Independent Labels

- FAN BASE GENERATION

Potential → Casual → Core → Super

FINANCE

- Existing Revenue Streams
  - Paid Gigs (High Acoustic Payout)
  - Band Camp Exclusive Singles Purchased (pay as much as you want)
  - Crowdfunding Platforms: Kickstarter, IndieGoGo, BandCamp
  - Pubic Performance Revenues (collected by PRS)
  - Mechanical Royalties (collected by PRS)

- Future / Potential Revenue Streams
  - D2C Merchandise
  - Synchronisation opportunities
  - Print royalties (for sheet music)
  - Investing in cryptocurrency
  - Investors
    - Angel investment / patrons
    - Label advances
    - Grants and subsidies
    - Business incubators

FINANCE

CASH FLOW STATEMENT

General Costs		£			PROFIT	£
	DistroKid Membership (Musician Plus) - Annual	$35.99 → around £27 a year			Amersham Arms Undergound Sounds Gig (22 tickets)	39.6
	Rehearsal Rooms	30-60 a week			Tonque George Tavern opening for A Void	30
	Pedal - Big Muff	£74.99			FUSE Festival Laucnh - Acoustic Set	75
	Two Straps	£23.94			Hope and Anchor SMACK Gig	20
	Full Band Press Shot Photoshoot with Edoardo, 4 hours minimum 50 edits	150			BandCamp: rsmSMiLE	22
	New Strings + Mini leads	18.66			PlugIn Presents Gig	30
	pedal board and case	53.99			GearFest	80
	Boss tu-3 (used)	44			Fuse Festival Gig	150
	pedal board power supply	28.89			GLASSMINDS Acoustic pub gig	100
Future Purchases					PDCD Bandcamp purchases	
	AMP: boss katana 100w 2x12				Crowdfunding	
	ACS Custom Vocalist Earplugs	119 (with tye discount)			Moonshine Acoustic Gig with Hot Vox	
					New Cross Inn headline	200 + 80/20 split + rider
					Humming Gig	
					Preliminary Gig	
					Half Numb Gig	150

Cost by Release Cycle							
RSMSMiLE				POSTDREAM COMEDOWN		DOWN BESIDE ME Grow, Humming, Preliminary	
	Peter Maher Mastering	£30				5 days in Wales Studio (access to all equipment + accomodation for 5 people)	1120
	Unlimited Commercial Use Licence for heartbeat font	$45 → £34.71				Fuel and Groceries for Wales studio	
	DistroKid upload + Legacy Add on	$29 → £21.71				Peter Maher Master 30 x 3	90
	MUSOSOUP: upload fee	£24				DistroKid upload + Legacy Add on	$29 → £21.71 x 3 = 65.13
	MUSOSOUP: Send Me Your Ears twitter shoutout and blog review	£10				Merchandise Development	
	MUSOUSOUP: Roadie Music blog post, social media, playlist	£10				Preliminary Music Video	
	MUSOUSOUP: HeadBangerz News youtube playlist and newspost	£5				Lisa Knight Press Pack (50 per release)	150
	MUSOSOUP: Havoc Underground playlist, review	£15				Photoshoot	
	MUSOSOUP: Artisti Online playlist, Relive Hoops playlist, Daverage Normal's Average Podcast Show on Morley Radio interview, JPGChief, EDMStationn, Radmila Rocky playlist, Javi Gago fb story, MicroMusic Soton radio play, Tape Ranger	free alternatives or free					

LEGAL

- Smart Contracts on Shout4
- PRS / PPL / MCPS
- Trademarking
- Copyrighting
- Purchasing Domains

FANCHON

SUMMARY

- Digitalisation and Saturation of the music Industry
- De-monopolisation of record labels
- DIY trends, grunge revival
- Authentic sound encased by strong visual and referential worldbuilding
- Professionalise the organisation to maximise efficiency and support future sustainability through legal protection
- A pitch to potential collaborators and investors who can assist FANCHON’s growth

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